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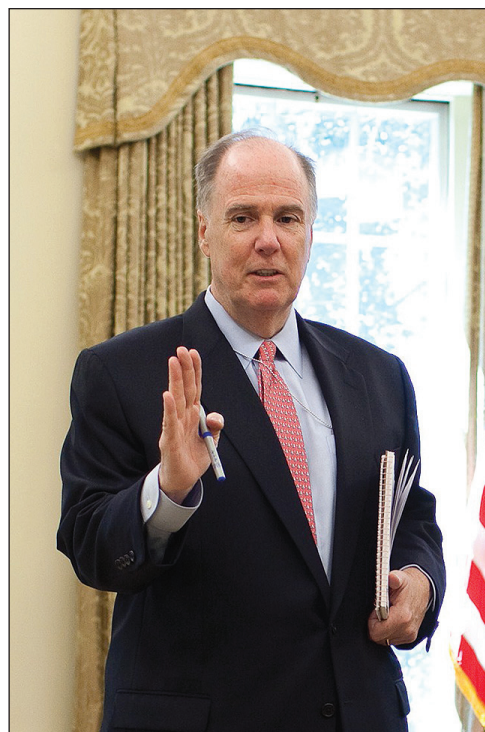
INDEPENDENT VOICE FOR KANSAS STATE UNIVERSITY

VOL. 119 NO. 131

TUESDAY, APRIL 15, 2014

www.kstatecollegian.com

Former national security adviser to present today



By SHELTON BURCH
THE COLLEGIAN

Thomas Donilon, who served as President Barack Obama's national security adviser until June of last year, will speak at this year's second Landon Lecture this morning.

Donilon will speak at 11:15 a.m. today at McCain Auditorium. Admission is free, but seating is limited.

According to a press release from the K-State president's office, Donilon worked for President Jimmy Carter in 1977 and was an as-

sistant secretary of state for the Clinton administration. According to a June 5, 2013 New York Times article by Mark Landler, he was succeeded by Susan Rice as the president's National Security Adviser after resigning in June of 2013.

According to a Sept. 23, 2012 New York Times Article by Peter Baker, Donilon oversaw support of military operations throughout southwest Asia, including the one that killed Osama Bin Laden.

According to the official Landon Lecture website, the Landon Lecture series is named after Alfred Landon, former Kansas governor and republican presidential nom-

inee of 1936. The series is sponsored by approximately 400 patrons who pay either \$325 or \$375 for "regular" or "premier" memberships, respectively. The series was created by former K-State president James McCain in 1966, and has brought in U.S. presidents, former U.S. presidents and former supreme court justices to campus.

To watch live coverage of the event, visit k-state.edu/lectures/landon.

**What?
When?
Where?**

Landon Lecture:
Thomas Donilon
McCain Auditorium,
11:15 a.m. today
Free Admission

WIKIMEDIA COMMONS

Thomas Donilon is an American lawyer and former government official who served as national security adviser in the Obama administration.

Thefts, sex crimes reported

By JON PARTON
THE COLLEGIAN

Child pornography charge in Junction City

A Junction City man faces up to 10 years in federal prison after he pleaded guilty to accessing child pornography online. Scott Deppish, 43, entered his plea in federal court Monday. On Feb. 12, 2013, police carried out a search warrant and obtained Deppish's desktop computer as well as two hard drives. Police discovered images of children engaged in sexual acts on the hardware. Sentencing for Deppish is set for July 7. In addition to jail time, he faces a possible fine of up to \$250,000.

Felony theft investigation underway

The Riley County Police Department is looking for the person who stole more than \$3,300 in camera equipment from a Manhattan woman's vehicle last Thursday. The victim reported a digital camera, camera bag and two lenses stolen in the 2600 block of Buttonwood Drive sometime in the afternoon. The case is still under investigation. Police ask anyone with information to contact them or the Manhattan Riley County Crime Stoppers at 785-539-7777.

Report of sexual battery, sodomy filed

Riley County police are investigating a report of sexual battery and sodomy that occurred in February. The identity of the victim has been withheld at this time. Police filed the report on Friday and are continuing to investigate the incident.

Man reports stolen ladder

A Wamego man reported someone had stolen a \$500 ladder near the intersection of North Juliette and Moro Street on Friday. Jerrod Warren, 35, said a 15-foot extendible ladder was stolen from the location. Police are currently investigating the case.

Bounced checks offenses lead to \$9,000 bond

A St. George, Kan. man was arrested at the Riley County Jail in the early morning hours of Friday. Thomas Burdick, 49, was held on three warrants to revoke probation. The original offenses linked to Burdick were for writing bounced checks and escaping custody. Bond was set at \$9,000.

Kays, Kennedy aim to hit ground running during first 100 days in office



MIKE STANTON
PUBLIC RELATIONS
DIRECTOR-SCA

Since winning the election for student body president last month by the widest margin in at least 14 years, Reagan Kays said he and vice president Cody Kennedy, junior in education and mathematics, have been hard at work outlining a plan of action for their term.

Their administration's three major platforms, called "Your Education, Your Passion, Your Life," are aimed at improving tutoring services and communication between campus organizations and establishing a medical amnesty law that would protect minors from legal consequences for seeking medical help for someone with an alcohol-related illness.

Medical amnesty laws

The most ambitious of these goals is enacting a medical amnesty law. Kays said that though he plans to work on a local level at first, he hopes to eventually expand it to the entire state of Kansas if he finds success in Manhattan. Kays and Kennedy will meet with key players, including the K-State police department and university administration, in the coming weeks to make progress.

"Right now, it's all research," Kays, senior in agribusiness, said. "We're looking at all the medical

amnesty laws in the 17 states that have already done this to see how they apply here at K-State. I've got a call soon with a guy that was one of the movers and shakers at Purdue when they got it done."

Campus organization

Another early focus for Kays and Kennedy is implementing OrgSync, a campus organization platform purchased for the university with Student Governing Association funds last year.

"It's going to be pretty similar to what we said when we were campaigning," Kays said. "This is available for students to use, it's paid for. I really equate it to KSOL for student involvement, because it allows you to do everything you need to do. You can share files and pages, send group texts and emails, plan events, upload a T-shirt design and get comments on it. There's a lot of great stuff you can do and a lot of benefits to using it."

The two will oversee widespread promotion of OrgSync by establishing a task force to reach out to campus groups and having information booths at orientation and enrollment sessions.

Increased mobility on campus

Kays and Kennedy will also inherit a number of ongoing projects from previous administrations. Kays said one of these is the continued discussion of mobility on campus.

The Division of Marketing and Communications released K-State Mobile, tagged as "the official mobile app for Kansas State University," in July. The app is rated at three stars by reviewers on the Google

CONTINUED ON PAGE 6, "SGA"

Student takes studying in spring to new Hale heights



PARKER ROBB | THE COLLEGIAN

Alyssa Belford, freshman in biochemistry, gets some studying done while hanging out on the ramp of Hale Library Monday afternoon. In typical Kansas fashion, after the 80 degree temperatures on Sunday followed by a freeze warning with strong north winds Sunday night, the weather warmed back up enough to be slightly pleasant by the time Belford decided to study.

INSIDE

SOCIAL MEDIA

WEATHER



4 Our sports writers debate NFL quarterback draft



6 K-State sees red with start of blood drive today

This Day In History

1947: Jackie Robinson became the first African American Major League baseball player. In 1997, his uniform number, "42," was retired; it was the first number retired by all teams in the league.



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Wednesday:



High: 69 F
Low: 37 F

Thursday:



High: 42 F
Low: 33 F



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ACROSS

1 Rosary component
 5 Research site
 8 Bankrolls
 12 Sheriff Taylor's kid
 13 Greek peak
 14 Slightly
 15 "Don't close the — after the horse is gone"
 17 Moth variety
 18 Charged particle
 19 Sway
 21 Specter
 24 Cribbage scorers
 25 Passion
 26 Sales
 30 Anger
 31 Football features
 32 Young pooch
 33 Gave a haircut to
 35 Musical ending
 36 The Tent-maker

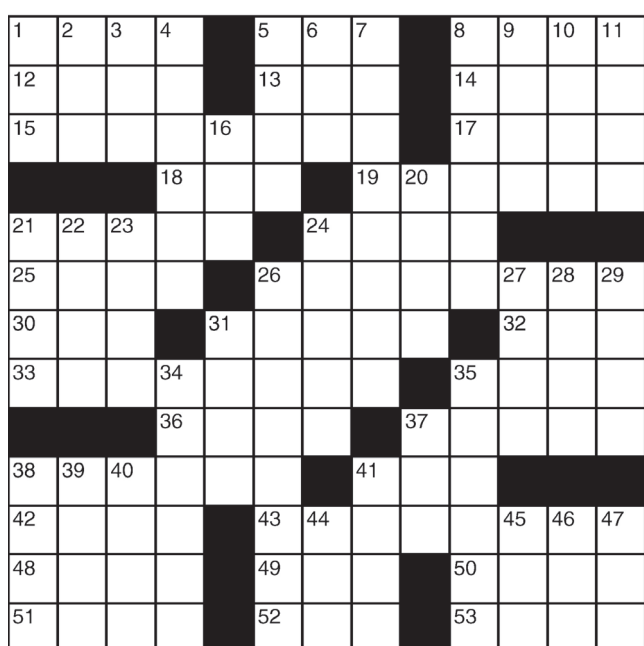
DOWN

37 Makes weary
 38 Sacred beetle
 41 In favor of
 42 Desert-like
 43 Cookout
 48 Fill with cargo
 49 Latin word
 50 Back talk
 51 Ski-lift device
 52 Droop
 53 Quarrel

Solution time: 21 mins.

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Yesterday's answer 4-15



4-15 CRYPTOQUIP

U L X G X G T I F G H ' N Y V G T
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 V N Q Z Z J N X L X U J Y X Q Z
 U V P L F L F G J B X C L F G T J B X C .
Yesterday's Cryptiquip: FAMOUS SINGER
 WHO ALWAYS WEARS A DUNCE CAP WHILE
 PERFORMING HIS STANDARD TUNES: HARRY
 CONIC.

Today's Cryptiquip Clue: Q equals U

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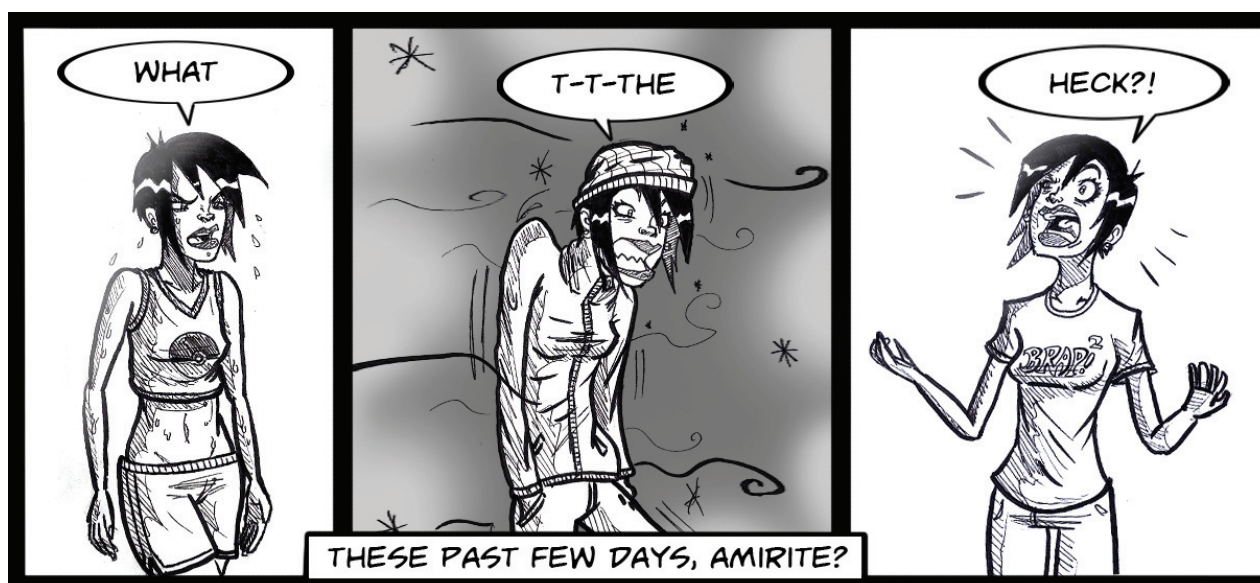
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Iris LoCoco
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Jakki Forester
 edge editor
Laura Meyers
 opinion editor
Parker Robb
 Hannah Hunsinger
 co-photo editors
Lindsey Staab
 campus news
 editor

Karen Sarita
 Ingram
 metro news editor
Andy Rao
 staff liaison
Katie Johnston
 video editor
Jordan Rogers
 ad manager
Steve Wolgast
 adviser



For the Win | By Parker Wilhelm



The Weekly Planner

Tuesday, April 15

Engaging Diverse College Alumni

Forum Hall, K-State Student Union 10 a.m.

Landon Lecture Series Speaker: Thomas Donilon

McCain Auditorium 11:15 a.m.

Wednesday, April 16

HealthRhythms: Have Fun and Relieve Stress

Reduce stress and burnout with this fun workshop proven to have positive effects on immune system, mood. Sign up for weekly sessions through May 7 at neil-dunn@ksu.edu.

School of Music, Theatre, and Dance 8:15-9:15 a.m.

Friday, April 18

Inaugural College of Education Distinguished Graduate Student Research Colloquium

21 Bluemont Hall 9-10:30 a.m.

Baseball: K-State vs Baylor

Tointon Family Stadium 6:30 p.m.

UPC Film: "Rise of the Guardians"

Forum Hall, K-State Student Union 8 p.m.

K-State After Hours: Open Mic Night and Slam Poet Lacey Roop

Union Station 8:45 p.m.

Thursday, April 17

APDesign 2014 Alumni Fellow Ray Willis

106c Seaton Hall 11:30 a.m. to 12:30 p.m.

Crop Scene Investigators: Serious Games to Train the Next Generation of Diagnosticians

124 Bluemont Hall

Noon to 1 p.m.

College of Human Ecology

2014 Alumni Fellow Dr. Kenneth R. Fox

Forum Hall, K-State Student Union 1:30-3 p.m.

Baseball: K-State vs Baylor

Tointon Family Stadium 6:30 p.m.

3 Films by Steven Paul Judd

"Search for the World's Best Indian Taco," "Neil Discovers the Moon," "Shouting Secrets" Hemisphere Room 501, Hale Library 7 p.m.

K-State Computers & Technology Movie Series: "The Core"

127 Nichols Hall, 7 p.m.

Saturday, April 19

Baseball: K-State vs Baylor

Pack the Park Tointon Family Stadium, 7 p.m.

Tennis: K-State vs. Kansas

Mike Goss Tennis Stadium, Noon

Belleza Latina Pageant

Ballroom, K-State Student Union 7 p.m.

UPC Film: "Rise of the Guardians"

Forum Hall, K-State Student Union 7 p.m.

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Religion Directory
 every Friday in thecollegian

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Celebrity endorsements are ineffective, inefficient facades



SOM KANDLUR
THE COLLEGIAN

We've all seen a commercial like this: Average Joe is sad. Struggling because he's lonely, depressed because his wants aren't met. Enter, the movie star. He's got the looks, the ladies love him, he's popular and has the money to flaunt it. He picks up Average Joe and tells him to use product X. He promises it will solve all his problems because, hey, it worked for him didn't it? Average Joe is convinced, he uses the product and is now a superstar in his own right.

This is a much hyperbolized version of what a celebrity endorsement is. Simply put, it is a concept of a company paying someone famous to conspicuously use a product. The hope is that the celebrity's fans will see it, want it and buy it.

Ineffective waste of money

To me, celebrity endorsements make no sense. According to a list by lifestyle magazine The Richest, which chronicles some of the biggest celebrity endorsement deals, actor Brad Pitt earned \$6.7 million for one ad for Chanel No. 5. Soccer player David Beckham has a lifetime deal with sporting brand Adidas worth over \$150 million. In fact, Beckham earns approximately \$55,000 per day for his endorsements with companies that include, but aren't limited to: H&M, Diet Coke, Armani and Samsung. It baffles me that companies spend millions on a method that is neither a source of credible information nor a financially efficient tactic.

For me, it is extremely understandable that celebrities would be willing to pocket a significant amount of money to use certain products in public. It's just an easy way to make money. It's hard for me to blame them simply because they are motivated by the same thing most other people are motivated by. With social media, it has become incredibly easy for companies to pay celebrities a few thousand dollars to tweet or post about using a product to their followers. It's cheesy and even if celebrities lose a couple of followers for doing so, if they feel that the benefit of gaining the thousands of dollars is

worth the cost of losing fans, they have the right to do so.

My point of contention lies with big companies and brands who would rather waste money on an ineffective means of reaching out to their audience than use proactive and creative means to establish a genuine connection with them.

In a three year study conducted by Ace Metrix, an advertising analytics agency, about the impact celebrities have on the effectiveness of ad campaigns, data showed that TV ads containing celebrity spokespersons consistently underperformed compared to those without them. The study concluded that, "the presence of celebrities in an advertisement in itself does nothing to improve the creative effectiveness of the advertisement. At their best, celebrities serve as incremental supplements to already solid creative copy." Essentially, the study states that with or without the celebrities, a good, creative advertisement is enough to publicize a product or brand well.

The results of the Ace Metrix study relate strongly to the findings of a 2012 study published in the Journal of Advertising Research titled, "The Economic Value of Celebrity Endorsements." The study, which emphasized celebrity endorsements by athletes, concluded that while celebrity endorsements do pay off, the benefit of those endorsements are overshadowed by their cost. Data from the study suggested that the average benefit of celebrity endorsements included a mere 4 percent increase in annual sales corresponding to around \$10 million and a 0.25 percent increase in the stock value of the company. While \$10 million sounds like a lot of money, it is insignificant compared to the \$450 million Nike spends in celebrity endorsements annually. The study also found that celebrity endorsements had no effect on competing brands in the same industry, indicating no increase in market share for the company being endorsed.

Business News Daily, a business technology and research website, published an article in 2012 referencing a study conducted by the University of Colorado in Boulder that approached the issue of celebrity endorsements from a different perspective. The study researched the character traits displayed by the celebrities and which ones transferred to the brand they endorsed. Researchers concluded that marketers need to consider the good and bad traits of the spokespeople before they endorse a product.

"When the endorsed product

wasn't a good match with the celebrity, the celebrity's positive association of sexy and fun did not transfer to the brand while her negative associations did," said Caleb Warren, a co-author of the study, in an interview with Business News Daily.

Detriment to all involved

The findings of the University of Colorado study support the statistics of the Ace Metrix study, which indicated that the worst performing ads used celebrities that had no connections to the industry the product was a part of, such as the Samsung smartphone ad featuring rapper Jay-Z.

The findings from all three studies indicate that celebrity endorsements are not particularly effective, not financially efficient and, in some cases, end up being a detriment to the brand and company they endorse – the opposite of what they are supposed to do. Still, companies go down that route often. The money spent in endorsements could be used in a multitude of different avenues ranging from research to actually understanding and appealing to their audience, charitable partnerships and more

discounts to consumers – all of which would have a similar, if not more positive effect on the company.

It is important to remember that not all celebrity endorsements are bad. There are multiple instances when celebrity endorsements have been effective and profitable. The relationship between Nike and Michael Jordan is a prime example of how celebrity endorsements can spark a cultural phenomenon that continues to rake in millions for Nike. However, these examples are few and far between. Today's market is extremely saturated. With multiple celebrities endorsing the same product and vice versa, the value of the endorsement has depleted tremendously. The connection with the consumers, for the most part, is not a well thought out strategy but rather a competition of who can grab the most attention which ultimately makes it inefficient and ineffective.

In an October 2012 article in tech and design magazine Fast Company, writer Daniel Baylis wrote, "Blind consumerism driven by spoon-fed corporations are on its way out. We are eager to shop with values, and support brands that actually stand for something other than the product and bottom line. We're weaning ourselves off

uninspired corporate messaging. We crave honest brands."

Changing advertising market

The market is changing and consumers are becoming smarter. They are no longer persuaded by the same means as the generations before them which include celebrity endorsements. The new consumer is more involved with the brand, more aware of the value brands give and place a greater emphasis on self-conducted research rather than being convinced by brands. Celebrity endorsements, at least in the sense that they are currently used, do not cater to these needs and therefore should be reevaluated as a marketing strategy.

In the end, as with everything, it comes down to capitalism. If a company has the funds and means to pay celebrities multiple millions of dollars to use their products and deal with the issues that go along with it, then they have the freedom to do so. Personally, I would much rather see companies be more proactive and actually seek to make a connection with their consumers based on their values and not hide behind the façade of a celebrity.

The views and opinions expressed in this column are those of the author and do not necessarily reflect the official policy or position of The Collegian.

Som Kandlur is a junior in mass communications. Please send comments to opinion@kstatecollegian.com.

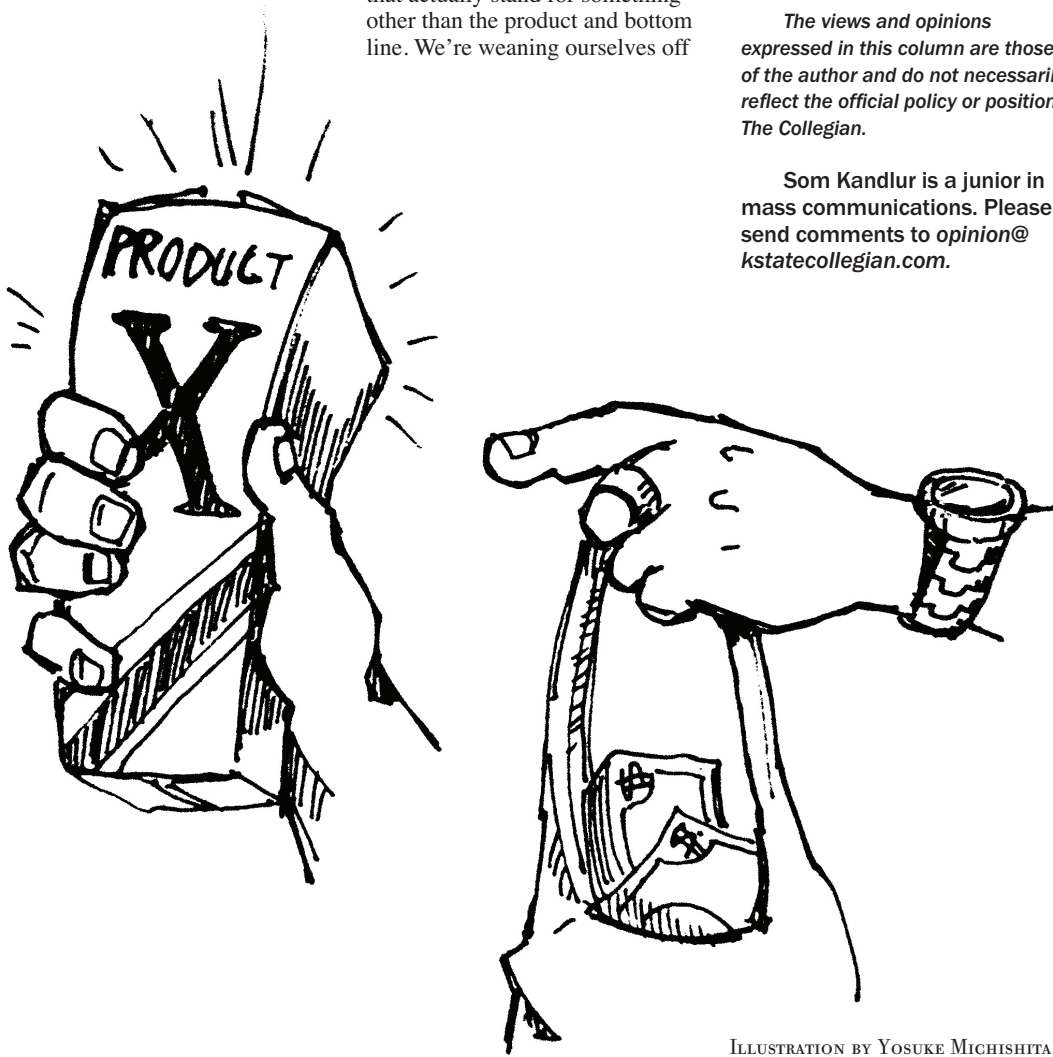


ILLUSTRATION BY YOSUKE MICHISHITA

the FOURUM

785-260-0207

The Fourum is a quirky view of campus life in voices from the K-State community. Positive and humorous comments are selected for publication by the Collegian marketing staff.

I'm eating my popsicle with the jokes on the stick. Why do they cover part of the question with the bottom of the sicle so I end up seeing the answer before I see the entire question?!

Please, take your slow walking pace to another campus!

Q: Why didn't the rooster ride on the roller coaster? **A:** He was chicken!

Guy in my class said we were gonna get 2 days in the '80s, but instead we get a slap in the face like this.

Seriously, who goes out on a Monday?

I like how the parking garage email came out two weeks after the RFID cards changed.

Willie the Wildcat would beat the crap out of every other Big 12 mascot, hands down.

Has anyone called 911 yet or is shawty still burning on the dance floor?

Fourums got jokes huh?

To submit your Fourum contribution, call or text 785-260-0207 or email thefourum@kstatecollegian.com. Your e-mail address or phone number is logged but not published.



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Street Talk

Q: "What would you rather be doing than taxes?"



LIZZI PETITE
JUNIOR,
HR MANAGEMENT

"I would much rather be helping my little prepare for the Miss K-State competition."



DEANNA SCHEFF
GRAD STUDENT,
GRAIN SCIENCE

"I would rather be on vacation than doing my taxes."



CLAY MESSINGILL
FRESHMAN,
THEATER

"I'd rather not pay at all."



COURTNEY HOOVER
FRESHMAN,
THEATER AND DANCE

"I'd rather be enjoying my time dancing, going to shows, things like that."



ASIA UPTON
SOPHOMORE,
JOURNALISM

"Working, I guess."

HEAD HEAD

Most talented quaterback in NFL draft is clearly Johnny Manziel



EMILIO RIVERA
THE COLLEGIAN

FOOTBALL In a NFL draft loaded with experienced quarterbacks (including the three time national champion AJ McCarron), the best quarterback coming out of college might be the youngest quarterback in the draft: Texas A&M standout Johnny Manziel.

In his two years at Texas A&M, Manziel proved that he had the undeniable ability to win games. In his two season at the helm of the Aggies offense, Manziel only had one game where he lost by more than a touchdown, which speaks to his ability to keep his team in games against any team.

In the 2012-13 season alone, Manziel shattered all expectations that were placed on him during his freshman campaign, earning himself the nickname “Johnny Football” by creating the first 11-win season in College Station since the 1998 season.

Manziel won both the 2012 Davey O’Brien Award for being the best collegiate quarterback and the 2012 Heisman Trophy as the best overall player in college football in his prolific freshman season, becoming the first freshman in NCAA history to win either of those awards.

The amount of raw talent that Manziel has sets him apart from the other top quarterbacks in the draft. A reason for this is his ability to escape the pocket and create big plays. Manziel rushed for 2,169 yards during his stint with the Aggies, leading the team in both of his seasons.

Averaging 6.3 yards per attempt on the ground is enough to make life for the opposing defenses hard when preparing for running backs. However, having a quarterback who can escape the pocket and has that rushing production on the ground is something that can destroy defensive preparation.

A common misunderstanding with Manziel is that he doesn’t have the necessary arm strength or accuracy. Manziel had a career completion percentage of 68.9 percent while throwing for 7,820 yards. Manziel can throw the deep ball proficiently, and actually had an issue with overthrowing the ball.

Some of his throwing issues are magnified by the fact that he often feels pressure that doesn’t exist. This problem is prevalent

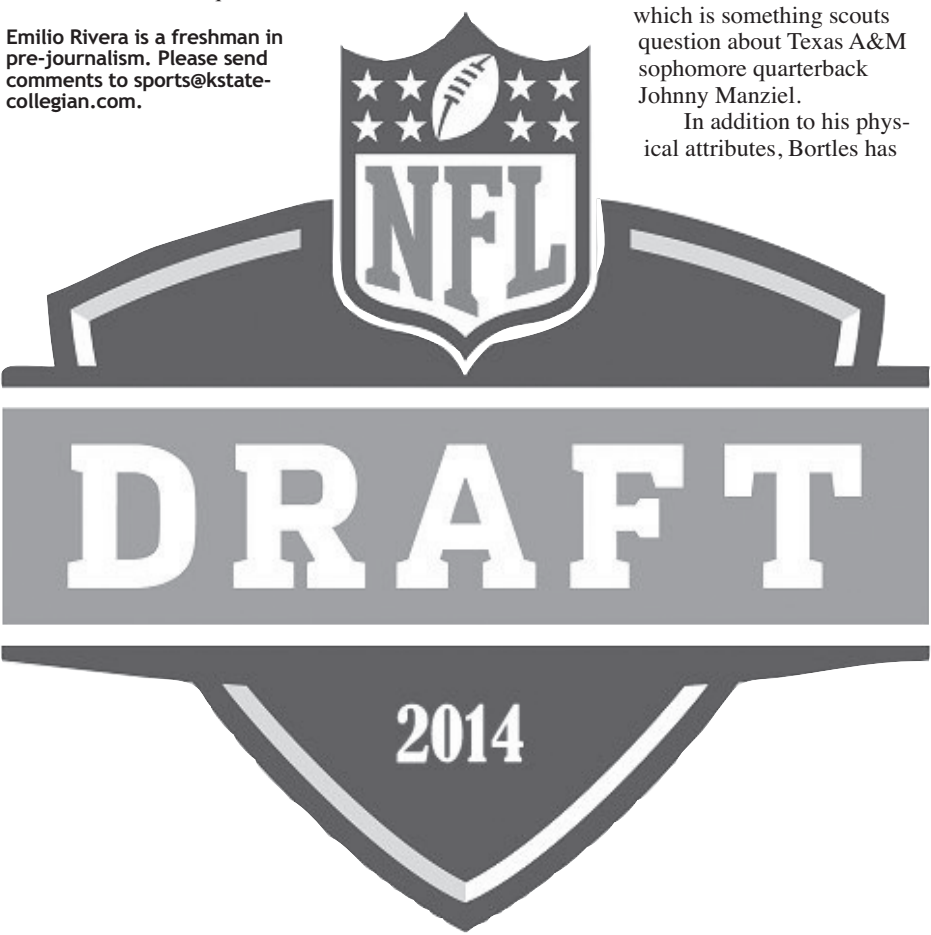
because Manziel knows that he can escape the pocket whenever he needs to. So, any form of pressure can rattle and force Manziel to either tuck the ball and take off down the field or rush a bad throw to either overthrow the receiver or throw off of his back foot to throw a short pass in front of a receiver.

Another common criticism of Manziel is that he is undersized, standing at 6 feet even. While this does effect his view downfield because of the size of the linemen, it shouldn’t be a factor when looking at the talent of the quarterback. Michael Vick (6-foot), Drew Brees (6-foot), and the defending champion Russell Wilson (5 feet 11 inches) are all examples of highly successful quarterbacks who are Manziel’s size, which goes to show that talent trumps size any day.

As a college student, Manziel made some bad off the field decisions. If Manziel is put into the right atmosphere with the right mentors, all of his off-field issues can be contained and he could thrive as a top tier quarterback.

Come draft day, Manziel will be both the most talented quarterback in the draft and the player who has the biggest upside. While their will be risk in his drafting, the team who is willing to take that risk will get a once in a generation player who has enough talent to ascend to the ranks of an elite quarterback.

Emilio Rivera is a freshman in pre-journalism. Please send comments to sports@kstate-collegian.com.



DAVID EMBERS
THE COLLEGIAN

FOOTBALL Blake Bortles is going to turn an NFL organization around. A general manager is going to pay the Central Florida quarterback millions of dollars and, in return, Bortles will win games. Lots of games in fact.

At 6 feet 4 inches and 230 pounds, Bortles looks the part of a franchise quarterback. Not only does he have the stature to take abuse from the mammoth defensive linemen of the NFL, he has the speed and elusiveness to make teams pay when the pocket collapses. In addition, Bortles has shown the ability to keep his eyes downfield when eluding pressure. His first instinct is to attack with his arm,

which is something scouts question about Texas A&M sophomore quarterback Johnny Manziel.

In addition to his physical attributes, Bortles has

proven on the field the ability to manage football games, make good decisions, and read defenses. The aggressiveness that Bortles showed during his career at Central Florida has scouts excited about his potential with NFL level wide receivers. Bortles didn’t have a premiere pass catcher like Manziel did, and did most of his damage through precise execution. Bortles appears to understand the game, what defenses are trying to do and does a great job exploiting the weaknesses.

Former Cleveland Browns quarterback and current ESPN analyst, Trent Dilfer, has been reported using a specific saying when judging quarterback prospects.

“Be a surgeon, not a butcher,” Dilfer said according to ESPN. “Use your tools with precision and calculation. Don’t just hack away.”

In terms of quarterbacks from this class, Bortles jumps off the page as someone who goes about every meeting, practice and game with a certain purpose, attentiveness and focus, much like a surgeon. He knows his strengths, and uses them to his advantage every opportunity he gets.

The only flaws in Bortles game stem from his tendency to get away from proper mechanics. Typically, Bortles steps up in the pocket and powers his throws with his hips. However, there are instances where he fails to transfer his weight, and ends up throwing a duck off his back foot. With proper coaching, this can be eliminated rather easily, and should not be a big issue on draft day. In fact, when asked about his areas of improvement, Bortles provided one of the unique answers of all the 2014 draft prospects.

“There’s no doubt that I need coaching,” Bortles said in February at the NFL Combine. “I need help. Everyone does. There’s reasons why all these greats out there are continuing to play and continuing to work in the offseason and get coached.”

The hype surrounding Manziel is well deserved. The Texas A&M product put up gaudy numbers against SEC defenses, week in and week out. However, Bortles has displayed all the necessary traits to make him a surefire prospect at the next level. It might take a year or two, but with the proper coaching and a good supporting cast, Bortles will be a perennial top-tier quarterback. If an organization wants to make waves and fall victim to the media hype, they will take Manziel. However, if they want to win football games, Bortles should be the guy.

David Embers is a junior in biology. Please send comments to sports@kstatecollegian.com.

Wavering Wildcats head to Lincoln for midweek showdown against Huskers

BY SPENCER LOW
THE COLLEGIAN

BASEBALL Following a disappointing weekend in Lubbock, Texas where they suffered a sweep at the hands of Texas Tech, K-State is headed north to take on Nebraska (23-14, 7-2 Big 10) tonight.

The Wildcats (20-16, 2-7 Big 12) were outscored 22-14 over the weekend, while struggling on offense, defense and on the mound in an overall forgettable series in which they relinquished an early lead in each of the first two games.

K-State’s offense has led the way for the team this season, with a cumulative .296 average that is best among Big 12 squads – thanks especially to the emergence of Tanner DeVinny as one of the best hitters on not just the team but in the conference.

The freshman designated hitter carries a .341 batting average, which leads the Wildcats and ranks ninth among Big 12 hitters, his .451 on-base percentage is fifth in the conference and first on the team, while he is tenth in slugging percentage in the Big 12 at .495. The Lucas, Texas product also has 29 RBI this season, which leads the team and is fifth in the conference.

Nebraska’s offense is also batting .296 this season, but their .364 on-base percentage is lower than K-State’s .400 mark, and their .379 slugging percentage is topped by the Wildcats at .383.

The Huskers have been paced offensively by Ben Miller, who is hitting .338 and slugging .471, and Jake Placzek, who carries a .310 average and has a .406 on-base percentage.

First pitch is scheduled for 6:35 p.m. at Haymarket Park. K-State will return to Manhattan this weekend for a three-game series against Big 12 foe Baylor.



EMILY DESHAZER | THE COLLEGIAN

Sophomore pitcher **Levi MaVorhis** winds up before he throws a pitch on Friday April 4 at Tointon Family Stadium in the game against Kansas.

CLASSIFIEDS

TUESDAY, APRIL 15, 2014

the collegian

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NEW HOME FINDER

For details see map.

- Stadium
- West Campus
- ▲ Anderson/Seth Child
- Aggieville/Downtown
- East Campus
- ★ Close to town

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FIRST MONTH'S RENT FREE! Sign, lease and pay security deposit in full on or before May 15, 2014. Call 785-776-2102. Text ONLY 785-317-4701.

MYPRIMEPLACE.COM. ONE, two, three and four-bedroom apartments. Pet friendly, next to KSU and Aggieville, all bills paid. Washer/ dryer in apartment. Granite and stainless steel. 785-537-2096.

WWW.WILKSAPTS.COM pre-leasing for August. Landlord with compassion has been renting nice energy efficient apartments to fine KSU students for the last 26 years. Rents average \$325 to \$375 a bedroom call 785-776-2102 text only 785-317-4701.

ONE-BEDROOM, 1210 Vattier Street. Available June 1. \$580, 785-537-1746 or 785-539-1545.

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ONE, TWO, three, four, and five-bedroom apartments available June 1 and August 1. Close to campus. Please call 785-456-5329.

120 Rent-Houses & Duplexes

BEST HOUSES/ BEST LOCATIONS! Three to Eight Bedroom Homes, **ALL Amenities** Pet Friendly For up-to-date listings: RentCenterline.com

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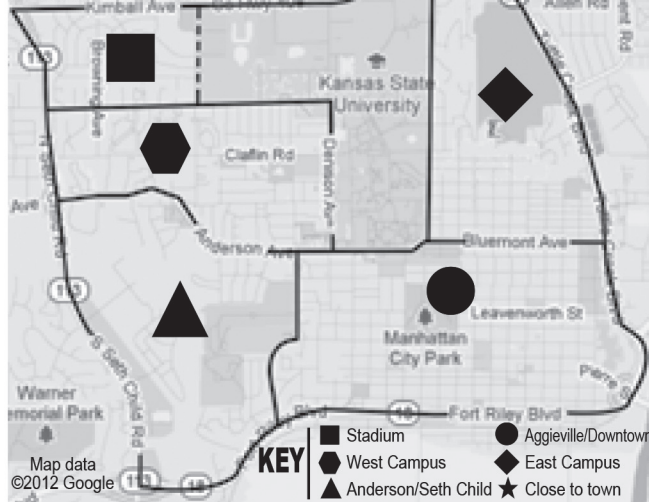
TWO-BEDROOM one bath basement apartment. 931 Vattier. August lease, \$650/month includes water, gas and trash; fenced yard, pet friendly: 785-539-4949 ♦

1106 POMEROY five-bedroom house. Two kitchens, two car garage. One block to campus. August lease, \$340/ bedroom. Jeff 785-313-3976. ♦

1106 POMEROY AWE-SOME four huge bedroom, two bath house with garage. One block to campus. August lease. Doug 785-313-5573. ♦

NEW HOME FINDER

Let us help you choose your neighborhood. The symbols on the map coordinate with an area of town.



120 Rent-Houses & Duplexes

SIX-BEDROOM house One block from campus. Washer/dryer. Central air. Off street parking. Pets okay. June 1. 785-317-7713

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FIVE-BEDROOM, TWO bath very close to campus. Available August 1. 1811 Elaine. Washer/ Dryer, two fully appliances kitchens, and basement storage. Trash and yard care taken care of by landlord. No pets. Deposit \$1,250, \$1,600 per month. 316-210-6312 or email bbrraley9614@cox.net ♦

FOUR-BEDROOM house half block East of campus, two car garage, washer/ dryer, dishwasher, new carpet/ tile, central air. August 1st lease. \$1300 No pets. 786-213-2468.

FOUR-BEDROOM TWO bath house available August 1. Newer home recently remodeled. All kitchen appliances and laundry. Off street parking. 501 Fremont. \$1350 per month. Call or text 785-766-9823 or email at hedges@sunflower.com ♦

FOUR-BEDROOM two bath. Washer/dryer. \$275 per person. \$1100 per month. June 1. East side of campus. 785-317-7713

FIVE-BEDROOM, THREE-BATH house for rent in August. Close to campus, laundry facilities included, large great room with off street parking. Call 785-458-2005 or 785-458-8430.

THREE-BEDROOM daylight basement half block east of campus. New kitchen and carpet. Dishwasher and Washer/ Dryer. Off street parking. May or June 1st lease. No pets. \$750. 785-213-2468.

TWO-BEDROOM DUPLEX half a block from KSU with off-street parking. \$495/mo. August lease. Emerald Property Management. 785-587-9000.

SIX-BEDROOM house, three 1/2 baths, two kitchens, two washers/ dryers, double car garage. Central air-conditioning. Available August 1st. \$2300/ month. 537-7138.

120 Rent-Houses & Duplexes

THREE-BEDROOM, one bath. Six-bedroom, three bath. Two kitchens. Washer and dryer, parking, close to campus. June lease. 785-539-5800. www.somersetmgmtco.com.

145 Roommate Wanted

ROOMMATES WANTED. Close to KSU. Washer, dryer, and dishwasher included. Call 785-776-2102 or Text ONLY 785-317-4701. www.wilksapts.com.

300 Employment/Careers

310 Help Wanted

ACCOUNTING INTERN. Local construction company seeking an ambitious candidate to work in our fast paced environment. Duties to include accounts receivable and sales tax, year round position. Apply in person or online 555 Poyntz Suite 260 www.shilconst.com.

HUMAN RESOURCES & COMPLIANCE ADMINISTRATOR

Blueville Nursery, Inc. is seeking qualified applicants for the Human Resource & Compliance Administrator position. Responsibilities include all HR functions, safety and DOT compliance. Degree in Business, HR, or equivalent experience and knowledge of employment/OSHA/DOT regulations is preferred. Contact Matt at 785-539-2671 or mvginal@bluevillenursery.com. EOE AA M/F/Vet/Disability

THE CITY of Ogden is accepting applications for Pool Manager for the 2014 Season. A background check and per-employment drug-screening test may be conducted. Applications are available at the Ogden Community Center 220 Willow Street, Ogden, Kansas and can also be found at www.ogden-ks.gov. Applications are due by 5:00pm on April 23, 2014. For additional information please contact the Ogden Community Center at 785-537-0351

For more information please e-mail us careers@jntcompany.com

GENERAL RANCH help needed. Knowledge of equipment and livestock important. Will work around class schedule. 785-587-5852

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Limited enrollment. Topics in Mass Communications MC290 Instructor permission required. No prerequisites necessary.

Apply online at www.kstatecollegian.com/apply/
For more information stop by Kedzie 113 or email wallen@collegianmedia.com

Application deadline Wednesday, April 23, 2014

graphicdesigninternship

Advertising Design - Kansas State Collegian

If you are a graphic design major and would like an on-campus Fall 2014 internship for credit, consider advertising design. Your art department adviser's permission is required. Apply online at kstatecollegian.com/apply/ or stop by 113 Kedzie for more information.

Application deadline Wednesday, April 23

fall2014

310 Help Wanted

JP'S SPORTS Grill, Jardine Marketplace, is accepting applications for Line/ Prep Cook for various shifts. Experience preferred but not required. Must possess a strong work ethic; attention to detail and cleanliness; and ability to work in a team atmosphere at a fast pace for several hours at a time.

Apply online to "Marketplace Retail Jobs" at: <http://housing.k-state.edu/resources/employment/student-dining/index.html>. Starts \$7.50/hr. AA/EOE.

WANT TO make a difference in the life of a foster kid? We need a certified lifeguard for swim time at our camp near Manhattan June 9-12 from 2-5 pm. \$50/day. www.manhattan.royalfamilykids.org Call Glenda 785-776-9260 if interested.

HEMOCARE & Hospice has set its Spring Hospice Volunteer Training schedule. The training will begin on Monday, April 7th and will consist of four weekly sessions with the training ending on Monday, April 28th. Anyone interested in becoming a hospice volunteer can sign up for the training by calling Homecare & Hospice at 785-537-0688 or 800-748-7474 or by e-mail at mdavis@hcandh.org.

THE CITY of Ogden is accepting applications for Lifeguards for the 2014 Season. If you are 15 years of age or older. A background check and per-employment drug-screening test may be conducted. Applications are available at the Ogden Community Center 220 Willow Street, Ogden, Kansas and can also be found at www.ogden-ks.gov. Applications are due by 5:00pm on April 23, 2014. For additional information please contact the Ogden Community Center 785-537-0351

COVAN WORLD-Wide moving is looking for college students for summer work. Excellent opportunity to stay in town for summer. CDL drivers, helpers, and packers wanted. Apply ASAP at 5925 Corporate Dr., Manhattan, LS 66503. Very competitive hourly wages.

KANSAS STATE COLLEGIAN 103 Kedzie 532-6555

Broke?

Find A Job Here

Pregnancy Testing Center

Conceptis Sudoku By Dave Green

2	7		4	5		9	1
5		1					7
6			7	9			
1	3				5	2	
		2	1			4	
4			7				
7					6	5	
9	1		5	2		3	8

Difficulty Level ★

Answer to the last Sudoku.

3	2	6	9	7	4	8	1	5
7	8	9	2	5	1	6	3	4
1	5	4	3	6	8	7	2	9
9	4	8	5	1	7	2	6	3
2	6	3	8	4	9	1	5	7
5	1	7	6	3	2	4	9	8
4	7	2	1	9	5	3	8	6
6	9	1	7	8	3	5	4	2
8	3	5	4	2	6	9	7	1

Difficulty Level ★★★★★

"Real Options, Real Help, Real Hope"

Free pregnancy testing
Totally confidential service
Same day results
Call for appointment
Mon.-Fri. 9 a.m.-5 p.m.
Across from campus in Anderson Village

Deadlines

Classified ads must be placed by noon the day before you want your ad to run. Classified display ads must be placed by 4 p.m. two working days prior to the date you want your ad to run.

CALL 785-532-6555
E-mail classified@kstatecollegian.com

Classified Rates

1 DAY	20 words or less	\$14.95
	each word over 20	20¢ per word
2 DAYS	20 words or less	\$16.95
	each word over 20	25¢ per word
3 DAYS	20 words or less	\$19.95
	each word over 20	30¢ per word
4 DAYS	20 words or less	\$22.50
	each word over 20	35¢ per word
5 DAYS	20 words or less	\$25.05
	each word over 20	40¢ per word
(consecutive day rate)		

To Place An Ad

Go to Kedzie 103 (across from the K-State Student Union.) Office hours are Monday through Friday from 8 a.m. to 5 p.m.

How To Pay

All classifieds must be paid in advance unless you have an account with Student Publications Inc. Cash, check, MasterCard, Visa or Discover are accepted. There is a \$25 service charge on all returned checks. We reserve the right to edit, reject or properly classify any ad.

Free Found Ads

As a service to you, we run found ads for three days free of charge.

Corrections

If you find an error in your ad, please call us. We accept responsibility only for the first wrong insertion.

Cancellations

If you sell your item before your ad has expired, we will refund you for the remaining days. You must call us before noon the day before the ad is to be published.

Headlines

For an extra charge, we'll put a headline above your ad to catch the reader's attention.

Categories

000 Bulletin Board

100 Housing/Real Estate

200 Service Directory

300 Employment/Careers

400 Open Market

500 Transportation

600 Travel/Trips

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Collegian Classifieds
532-6555

Miss K-State competition focuses on ‘talent, creativity, confidence, intelligence’

By JENA SAUBER
THE COLLEGIAN

The glitter and pageantry normally reserved for Miss USA, and Toddlers and Tiaras will spill onto the McCain Auditorium stage tonight for the second annual Miss K-State Competition, sponsored by Delta Upsilon and Union Program Council.

“It is a great event to see women from all over campus show off what is great about campus, their personality and what makes great leaders. It is a great show,” said Connor Hunt, junior in public relations and public relations coordinator for the event.

This year’s competition will consist of four rounds and 20 competitors — up from 16 at the first event last year. The rounds will consist of the “Wildcat round,” where women can “show off their K-State pride” how they see fit, and the “Talent round,” where competitors can show off their talents from “singing to performing color guard,” is second, Hunt said.

After the second round, the pool of contestants will be cut down to 10.

The third round is different this year, however; it will require the women to express their future career choice, but with a twist. They can’t talk.



HANNAH HUNSINGER | THE COLLEGIAN

Kristen Eck, K-State Marching Band, third runner-up; **Yessika Prato**, HALO, second runner-up; **Lauren Dunkak**, Alpha of Clovia, first runner-up; and **Kaitlyn Dewell**, Gamma Phi Beta, winner of the 2013 Miss K-State competition, present themselves to the audience one last time after hearing the final results and receiving their awards April 23, 2013, in the K-State Student Union Ballroom.

“The trick here is to be creative,” Hunt said. “They have to do something on stage or wear something that represents what they want to do.”

The final round will consist of K-State-related, open-ended questions.

“What’s really cool about this competition is no one is

judged on looks,” Hunt said. “It’s all about talent, creativity, confidence and intelligence.”

The 20 competitors represent different organizations on campus, from sororities to clubs.

“One thing we’re really excited about is it’s not just for one part of campus,” Hunt said. “It’s for anyone who is part of

an organization on campus. We have women from across campus, women’s rugby, to Boyd hall — women from all across the board.”

Participants must have a grade point average higher than the all-woman average (3.1) and the backing of the organization’s adviser.

underprivileged areas, Hunt said.

Last year, the men of Delta Upsilon raised almost \$3,400 at the event. They also over-sold tickets for the K-State Student Union Ballroom (last year’s location), prompting this year’s venue change to McCain Auditorium.

Kaitlyn Dewell, senior in mass communications, was crowned 2013 Miss K-State last year. Kristen Eck, spring 2013 graduate, received first runner-up, followed by Lauren Dunkak, junior in political science, and Yessika Prato, now senior in animal science and industry, as third runner-up. Sarah Beth Kirchgessner, sophomore in architecture, was selected as the “crowd favorite” in the competition.

Brings students together

Overall, it is rewarding to bring together different groups of people for one event, Hunt said.

“The best part about this competition is it brings all areas of campus together for a great cause, as well as seeing all the wonderful talents the women have,” Hunt said.

Tickets are available at McCain tonight, starting at 6:30 p.m. The auditorium doors will open at 7:30 p.m. for the 8 p.m. show.

SGA | Kays, Kennedy start taking over projects from Schooley, Unruh

CONTINUED FROM PAGE 1

Play store, but four of the five reviews of the latest version give it just one star.

“Almost completely worthless,” Jonathan Wallace, senior in finance, said in one review. “This app is essentially a bookmark app for (K-State). It takes me more time to use the app to get to these websites than to just open my browser.”

Austin Green, sophomore in computer science, has experience designing and publishing mobile apps and echoed Wallace’s statements. He said it uses webviews, which he described as “mini-browsers” that open an existing webpage inside the app.

“It’s practically just a bookmark folder,” Green said. “It provides no new tools or resources for students. It’s just not a viable app that should have been put into production.”

Green said he’d like to see more focus on features that students are more likely to access on their phones than a computer, like integrating Google Maps to help navigate between classes, a calendar of campus events and the ability to view class schedules.

Kays said he recognizes the concerns with the app and said the process of “completely revamping it” is underway in cooperation with Jeff Morris, vice president for communication and marketing at K-State. Kays said that, as he understands it, the goal is to implement tabs into iSIS and K-State Online in the current version before the overhauled version is complete.

Other major carryover projects include the K-State

Student Union renovation and the campus smoking policy. Kays and Kennedy will be involved in the selection of an architect for the Union project and in determining what the final design will look like. After the Student Senate passed a resolution supporting the implementation of designated smoking sections last term, the two will also work to garner support from key decision-makers and to define where the smoking areas will be located.

“More than anything, our first 100 days and the entirety of our term, will be spent representing students and their interests,” Kays said. “That’s been the main focus all along and that’s how we plan to keep it.”

Appointing cabinet next

The next move for the new president and vice president is appointing a cabinet to help achieve their platform goals. They said they hope to decide who will fill those roles in the next few days. Kay’s predecessor, Eli Schooley, senior in political science, said that his cabinet had a major impact on his term, and would for Kays’ and Kennedy’s as well.

“When you’re surrounded by incredible people, your goals become a lot easier to realize than they otherwise would be,” he said. “I’m excited to see all that the Kays and Kennedy administration achieves in the coming year.”

Mike Stanton is a sophomore in mass communications. Please send all comments to news@kstatecollegian.com.

Goal for campus-wide blood drive 700 pints

By JENA SAUBER
THE COLLEGIAN

The American Red Cross Blood Drive starts today across campus with a goal of collecting 700 pints of blood from K-State students, faculty and staff by Friday.

“We are holding the largest collegiate blood drive that the Red Cross holds in the state of Kansas,” Jan Hale, communications manager for the American Red Cross, said. “We need all hands on deck.”

According to Hale, the blood drive will need just over 900 donors in order to meet the 700 pint goal — most drives need about 30 percent more donors than the goal. Occasionally, people who come to donate are deferred due to their health or a life experience, such as traveling.

“Some people come in and maybe their iron count is too low or they are deferred because of travel,” Hale said. “People who travel in regions with malaria risks associated with them can’t, for example.”

Donors must also be at least 17 years old to donate without parental consent, weigh at least 110 pounds and be in good general health.

To properly prepare to donate blood, Hale recommends that students get enough water to drink the day before, eat a healthy meal before donating and get enough sleep.

“Make sure you’ve had a

good breakfast — that’s not a Diet Dr. Pepper and an apple,” Hale said. “Make sure you are well rested. Don’t pull an all-nighter.”

Drive volunteers help screen donors before giving blood, which includes asking questions about their travel and medication history, and general health.

“We want this to be a good experience for our donors,” Hale said. “We know that’s what makes people come back and donate again if they’ve had as pleasant of time as possible.”

K-State involvement, steak incentives

K-State is a wonderful place to hold a blood drive, Hale said.

“We have so much help from the students at K-State,” Hale said. “We have lots and lots of different organizations that are helping us. It’s not just the Red Cross arriving on campus; we’ve had lots of interaction with students groups, greek life, residence halls — all different areas of student populations to make this successful.”

All blood donors will receive a coupon for an appetizer from Texas Road House, located at 200 Manhattan Town Center. Drawings will be held for meal coupons from Texas Road House; the greek house with the most participation will win a catered meal from the restaurant. The residence hall floor with the highest participation will win a pizza party.



EMILY DESHAZER | THE COLLEGIAN

Phlebotomist **Adam Converse** tapes gauze around the arm of **Alan Armour**, junior in construction science, as he begins to donate blood to the American Red Cross at the blood drive on September 30, 2013 in the K-State Student Union. Converse jokingly said, “This job’s pretty rough because I know I’m getting blood money.”

Importance of donating blood

Donating blood is incredibly important, Hale said.

“We are providing what can’t be provided any other way,” Hale said. “When you consider that every two seconds someone in this country needs blood, and the only way to provide that is for someone to roll up their sleeve, it’s so important. There is no way for anyone else to provide what that person needs.”

The American Red Cross, nationwide, uses 17,000 pints of blood a day. As much as 20 percent of those donations come from high school and college students, according to the American Red Cross.

“(The K-State Blood Drive) is really important to us,” Hale

said. “It’s a big drive. It’s a big goal. We think K-State is well able to handle it. Students are welcoming and supportive. We are very appreciative.”

The drive will be held daily today through Thursday from 10:30 a.m. to 4:30 p.m. on the second floor of the K-State Student Union in the Union Ballroom, and 2:30-8 p.m. in the Putnam Hall lobby. It will also be held Friday, April 18 from 8:30 a.m. to 2:30 p.m. in the Union Ballroom.

To sign up, visit redcross-blood.org and search sponsor code “kstate” or call 1-800-RED-CROSS (1-800-733-2767). All blood types are accepted. Bring a blood donor’s car or drivers license, or two other forms of identification to check in.

Grab your copy of the collegian at Bluestem Bistro

What?
When?
Where?

Blood Drive:
Today - Thursday
10:30 AM -
4:30 PM
Union Ballroom

OPEN FORUM

The Council for Parking Operations will hold an Open Forum to discuss proposed changes to the Traffic and Parking Regulations. The Open Forum will be held on **April 17th from 3pm to 4:30pm**, unless completed sooner. The Open Forum will be held in the BIG12 Room of the K-State Student Union

Some of the proposed changes are:

- Garage preferred and reserved stalls will be sold in the following priority; faculty/staff, students, departments, emeritus
- An emeritus person wishing a garage preferred or reserved stall will pay the present cost for the stall, less the lowest faculty/staff permit, because they receive a free permit.
- All permits will be sold as year permits, with appropriate pro rating and refund
- For those classes of permits that include garage entry, the additional cost of the AVI permit will be added to the permit cost

Other changes are housekeeping, and may be found on the parking website, ksu.edu/parking

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